

Lampiran 1

LEMBAR ANGKET (KUESIONER)

Nomor Responden :

Bagian 1

Identitas Pribadi Responden

Isi dan beri tanda (✓) pada jawaban-jawaban yang sesuai dengan Bapak/Ibu/Saudara.

1. Nama : _____
2. Alamat : _____
3. Usia : _____ (tahun)
4. Nama Rekruter : _____
5. Jenis Kelamin : ☐ Laki – laki ☐ Perempuan
6. Pendidikan : ☐ SD ☐ SLTP ☐ SLTA
☐ Diploma ☐ Perguruan Tinggi
7. Pendapatan : ☐ < Rp.1.000.000
☐ Rp.1.000.001 – Rp.2.000.000
☐ Rp.2.000.001 – Rp.3.000.000
☐ Rp.3.000.001 – Rp.4.000.000
☐ > Rp.4.000.001
8. Pekerjaan : ☐ Pegawai Negeri
☐ Pegawai Swasta
☐ Wiraswasta
☐ Petani/Buruh
☐ Ibu rumah tangga
☐ Lain – lain (.....)

Bagian II (Daftar Pertanyaan Kuisisioner)

Berilah tanda (✓) pada kolom yang tersedia untuk jawaban yang sesuai dengan keputusan Anda.

Keterangan

SS : Sangat Setuju

S : Setuju

N : Netral

TS : Tidak Setuju

STS : Sangat Tidak Setuju

PENGARUH <i>PERSONAL SELLING</i> TERHADAP KEPUTUSAN PEMBELIAN ASURANSI MANULIFE (Studi Kasus pada Asuransi <i>Manulife</i> Wilayah Pemasaran Ponorogo)						
No.	Pernyataan	Pilihan Jawaban				
		SS	S	N	TS	STS

Mencari Calon Pelanggan X_1

1.	Menurut saya tenaga pemasar asuransi <i>manulife</i> mampu dalam menganalisis pasar.					
2.	Menurut saya tenaga pemasar asuransi <i>manulife</i> mampu mengenal (mengkualifikasi) calon pelanggan					

Pendekatan X_2

1.	Menurut saya tenaga pemasar asuransi <i>manulife</i> berpenampilan rapi.					
2.	Menurut saya tenaga pemasar berkunjung pada waktu yang tepat untuk menawarkan produk					
3.	Menurut saya tenaga pemasar telah mengenalkan identitas diri sebelum menawarkan produk					
4.	Menurut saya tenaga pemasar bersikap ramah ketika menyapa calon konsumen					

Presentasi X₃

No.	Pernyataan	Pilihan Jawaban				
		S S	S	N	T S	S T S
1.	Menurut saya tutur bahasa yang disampaikan tenaga pemasar mudah dimengerti.					
2.	Menurut saya tenaga pemasar menguasai pengetahuan tentang produknya.					
3.	Menurut saya tenaga pemasar menjelaskan secara rinci mengenai kualitas produknya.					
4.	Menurut saya tenaga pemasar menjelaskan secara rinci mengenai keunggulan produk					

Menangani Keberatan (X₄)

1.	Menurut saya tenaga pemasar mau menanyakan keberatan yang dirasakan calon pembeli					
2.	Menurut saya tenaga pemasar bersikap ramah ketika menanggapi keberatan calon pembeli					
3.	Menurut saya tenaga pemasar bisa menjawab keberatan calon pembeli secara jelas					
4.	Menurut saya tenaga pemasar mampu menangani keberatan pembeli					

Menutup Penjualan (X₅)

1.	Menurut saya tenaga pemasar tidak bersikap memaksa ketika menanyakan keputusan pembelian					
2.	Menurut saya tenaga pemasar menanyakan keputusan pembelian setelah saya benar-benar memahami apa yang ditawarkannya					

Tindak Lanjut (X₆)

1.	Menurut saya tenaga pemasar dapat memiliki kecepatan daya tanggap dalam penggantian klaim.					
2.	Menurut saya tenaga pemasar dapat memelihara hubungan baik dengan calon nasabah.					

Keputusan Pembelian (Y)

No.	Pernyataan	Pilihan Jawaban				
		S S	S	N	T S	S T S
1.	<i>Manulife</i> memberikan saya solusi atas masalah yang saya hadapi					
2.	Saya sering mendapatkan informasi tentang keunggulan <i>Manulife</i> di berbagai macam media					
3.	Saya merasa tidak memerlukan alternatif-alternatif lain					
4.	Saya mantap bergabung dengan asuransi <i>Manulife</i>					

Terima kasih atas informasi yang telah diberikan. Semoga Allah membalas setiap kebaikan dengan kebaikan pula.

Peneliti

Soni Rahmadi

Lampiran 2

DATA TABULASI NILAI SKOR ANGKET PER ITEM

Nomor Res-ponden	Mencari Calon Pelanggan (X1)			Pendekatan (X2)					Presentasi (X3)					Mengatasi Keberatan (X4)					Menutup Penjualan (X5)			Tindak Lanjut (X6)			Keputusan Pembelian (Y)					Σ SKOR
	x1.1	x1.2	Σ X1	x2.1	x2.2	x2.3	x2.4	Σ X2	x3.1	x3.2	x3.3	x3.4	Σ X3	x4.1	x4.2	x4.3	x4.4	Σ X4	X5.1	X5.2	Σ X5	X6.1	X6.2	Σ X6	y.1	y.2	y.3	y.4	Σ Y	
1	4	5	9	4	4	4	5	17	4	4	4	4	16	4	4	4	4	16	4	4	8	4	4	8	4	5	4	4	17	91
2	5	5	10	5	4	5	5	19	5	5	4	5	19	4	4	4	4	16	4	4	8	4	5	9	4	4	4	5	17	98
3	4	5	9	4	5	4	4	17	4	4	5	4	17	5	5	4	4	18	4	5	9	4	4	8	4	4	4	4	16	94
4	5	4	9	5	5	4	4	18	5	4	4	5	18	4	4	5	4	17	5	4	9	4	5	9	5	5	5	5	20	100
5	5	4	9	4	4	5	5	18	5	5	5	4	19	4	4	4	5	17	5	5	10	4	4	8	5	4	5	5	19	100
6	5	4	9	4	4	4	4	16	5	5	4	4	18	4	4	4	4	16	4	4	8	4	4	8	4	5	4	4	17	92
7	5	5	10	5	5	4	4	18	5	5	4	5	19	4	4	4	5	17	5	4	9	5	5	10	5	5	5	5	20	103
8	5	5	10	4	4	4	5	17	5	5	4	4	18	4	4	5	4	17	5	4	9	4	4	8	5	4	5	5	19	98
9	5	5	10	4	4	4	4	16	5	5	5	5	20	5	4	4	5	18	4	5	9	5	5	10	4	5	5	5	19	102
10	4	4	8	4	4	4	4	16	4	4	4	5	17	4	4	4	4	16	4	5	9	4	5	9	5	5	5	4	19	94
11	4	5	9	5	4	5	5	19	4	5	5	5	19	5	5	4	4	18	4	4	8	4	5	9	5	5	5	5	20	102
12	4	4	8	4	4	5	4	17	3	4	3	4	14	4	4	4	4	16	4	4	8	4	4	8	4	3	4	4	15	86
13	4	5	9	5	5	5	5	20	4	5	5	5	19	3	4	4	5	16	4	4	8	5	5	10	4	3	4	4	15	97
14	4	4	8	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16	4	4	8	4	4	8	4	4	4	4	16	88
15	5	4	9	4	4	4	4	16	5	5	4	4	18	4	4	4	4	16	4	5	9	4	4	8	4	4	4	5	17	93
16	4	5	9	4	3	4	4	15	4	4	4	4	16	4	4	4	4	16	4	5	9	4	4	8	5	5	4	4	18	91
17	4	5	9	4	5	5	4	18	4	4	4	4	16	4	4	4	4	16	5	5	10	4	4	8	5	5	4	4	18	95
18	4	4	8	4	4	5	4	17	4	4	4	4	16	4	4	5	4	17	4	4	8	4	4	8	5	5	4	4	18	92
19	5	4	9	5	4	4	5	18	5	4	4	3	16	4	3	5	4	16	4	4	8	4	3	7	5	5	4	4	18	92
20	4	4	8	4	4	5	5	18	4	4	4	4	16	4	5	5	4	18	4	4	8	4	4	8	4	5	4	4	17	93

Nomor Res-ponden	Mencari Calon Pelanggan (X1)			Pendekatan (X2)					Presentasi (X3)					Mengatasi Keberatan (X4)					Menutup Penjualan (X5)			Tindak Lanjut (X6)			Keputusan Pembelian (Y)					Σ SKOR
	x1.1	x1.2	Σ X1	x2.1	x2.2	x2.3	x2.4	Σ X2	x3.1	x3.2	x3.3	x3.4	Σ X3	x4.1	x4.2	x4.3	x4.4	Σ X4	X5.1	X5.2	Σ X5	X6.1	X6.2	Σ X6	y.1	y.2	y.3	y.4	Σ Y	
21	5	5	10	5	4	4	5	18	5	4	4	5	18	5	4	5	4	18	4	5	9	4	5	9	5	4	5	5	19	101
22	5	5	10	4	5	4	5	18	5	4	4	5	18	5	4	4	5	18	5	4	9	5	5	10	5	4	4	4	17	100
23	4	5	9	5	5	5	5	20	4	5	5	5	19	5	5	5	4	19	4	5	9	4	5	9	5	4	5	4	18	103
24	5	4	9	4	4	4	4	16	5	4	4	4	17	4	4	4	4	16	4	5	9	4	4	8	5	5	4	5	19	94
25	4	5	9	4	4	5	4	17	4	5	5	4	18	5	5	5	4	19	5	4	9	4	4	8	5	5	4	5	19	99
26	4	4	8	4	4	4	4	16	3	4	4	5	16	4	4	5	5	18	3	4	7	5	5	10	5	4	4	5	18	93
27	5	4	9	4	4	5	4	17	5	5	4	4	18	4	4	5	4	17	4	4	8	5	4	9	4	4	5	4	17	95
28	5	5	10	5	4	5	5	19	5	5	4	4	18	5	5	5	4	19	4	5	9	4	4	8	5	5	5	5	20	103
29	4	4	8	4	5	4	5	18	4	4	5	5	18	4	4	4	5	17	4	5	9	5	5	10	3	4	5	4	16	96
30	5	5	10	5	4	4	4	17	5	5	5	5	20	5	4	5	4	18	4	5	9	4	5	9	5	5	5	4	19	102
31	5	4	9	4	4	5	5	18	5	5	5	5	20	4	4	4	5	17	4	5	9	5	5	10	5	5	5	5	20	103
32	5	4	9	3	4	3	3	13	5	5	5	5	20	4	4	4	4	16	5	5	10	4	5	9	4	4	5	5	18	95
33	5	5	10	5	5	5	5	20	5	5	5	5	20	3	3	5	4	15	4	4	8	4	5	9	5	5	5	5	20	102
34	4	4	8	4	4	4	4	16	4	5	4	4	17	4	4	4	4	16	4	4	8	4	4	8	4	5	5	4	18	91
35	4	4	8	4	4	5	5	18	4	4	5	4	17	4	4	3	4	15	4	4	8	4	4	8	5	4	4	5	18	92
36	4	4	8	4	4	4	5	17	4	4	5	5	18	4	4	5	5	18	4	4	8	4	5	9	4	4	4	4	16	94
37	4	4	8	4	4	4	5	17	4	4	4	4	16	4	4	5	5	18	5	5	10	5	4	9	4	4	3	4	15	93
38	4	4	8	4	4	5	5	18	4	4	4	4	16	4	4	5	5	18	4	4	8	5	4	9	4	4	4	4	16	93
39	4	5	9	5	4	4	3	16	4	3	5	4	16	5	3	4	5	17	5	4	9	4	4	8	4	4	5	4	17	92
40	4	4	8	4	4	5	4	17	4	5	4	5	18	4	4	4	4	16	5	5	10	4	5	9	4	5	4	5	18	96
41	4	4	8	4	4	4	4	16	4	4	5	4	17	4	4	4	5	17	4	4	8	5	4	9	4	5	4	4	17	92
42	5	5	10	5	5	4	4	18	5	4	5	5	19	5	4	4	5	18	5	4	9	4	5	9	4	5	4	4	17	100
43	4	4	8	4	4	5	4	17	4	4	5	4	17	4	4	5	4	17	4	5	9	4	4	8	4	4	4	3	15	91
44	4	4	8	4	4	5	5	18	4	4	5	4	17	4	4	4	4	16	5	5	10	4	4	8	4	4	4	4	16	93

Nomor Res- ponden	Mencari Calon Pelanggan (X1)			Pendekatan (X2)					Presentasi (X3)					Mengatasi Keberatan (X4)					Menutup Penjualan (X5)			Tindak Lanjut (X6)			Keputusan Pembelian (Y)					Σ SKOR
	x1.1	x1.2	Σ X1	x2.1	x2.2	x2.3	x2.4	Σ X2	x3.1	x3.2	x3.3	x3.4	Σ X3	x4.1	x4.2	x4.3	x4.4	Σ X4	X5.1	X5.2	Σ X5	X6.1	X6.2	Σ X6	y.1	y.2	y.3	y.4	Σ Y	
45	3	5	8	5	3	5	5	18	3	3	5	5	16	5	5	5	5	20	5	5	10	5	5	10	5	5	4	5	19	101
46	4	5	9	4	4	5	5	18	4	5	5	5	19	4	4	4	4	16	5	5	10	4	5	9	4	5	4	5	18	99
47	4	4	8	4	4	5	4	17	4	5	3	5	17	4	4	4	5	17	5	5	10	4	5	9	5	5	4	5	19	97
48	5	4	9	4	4	5	4	17	5	5	4	4	18	4	4	5	4	17	4	5	9	4	4	8	4	4	4	4	16	94
49	4	4	8	4	4	4	5	17	4	4	4	4	16	4	4	5	4	17	4	4	8	4	4	8	4	4	4	4	16	90
50	4	5	9	4	4	5	5	18	4	4	5	4	17	4	4	4	4	16	4	4	8	4	4	8	5	4	4	4	17	93
51	4	4	8	4	4	5	4	17	4	4	4	5	17	4	4	4	4	16	4	4	8	4	5	9	4	4	5	4	17	92
52	4	4	8	4	4	5	4	17	4	4	4	4	16	4	4	5	4	17	4	5	9	4	4	8	5	4	4	5	18	93
53	4	4	8	4	4	4	5	17	4	4	4	4	16	4	4	4	4	16	4	5	9	4	4	8	5	5	4	4	18	92
54	4	4	8	4	3	4	4	15	4	4	4	4	16	4	4	4	4	16	3	4	7	4	4	8	4	4	4	4	16	86
55	5	4	9	5	5	4	4	18	5	5	5	5	20	4	4	4	4	16	5	4	9	4	5	9	4	5	4	5	18	99
56	5	5	10	4	4	5	4	17	5	5	4	4	18	4	4	4	4	16	5	5	10	4	4	8	5	4	4	4	17	96
57	4	5	9	4	4	4	3	15	4	4	3	4	15	4	4	4	4	16	4	5	9	4	4	8	4	4	4	4	16	88
58	4	5	9	4	4	5	5	18	4	4	4	5	17	4	4	4	4	16	5	5	10	4	5	9	4	4	4	4	16	95
59	5	5	10	3	3	4	4	14	5	4	4	4	17	4	4	3	4	15	4	5	9	4	4	8	5	5	4	5	19	92
60	5	5	10	4	4	5	5	18	5	5	5	5	20	4	4	5	4	17	4	4	8	4	5	9	4	4	5	4	17	99
61	5	5	10	4	4	5	4	17	5	5	4	4	18	4	4	5	4	17	4	5	9	4	4	8	5	5	4	4	18	97
62	4	4	8	4	5	4	4	17	4	4	4	4	16	4	4	4	4	16	4	4	8	4	4	8	4	4	4	4	16	89
63	4	4	8	4	4	5	5	18	4	5	5	5	19	4	4	5	4	17	5	5	10	4	5	9	4	4	5	5	18	99
64	5	4	9	4	4	5	4	17	5	4	4	4	17	3	4	5	4	16	4	5	9	4	4	8	5	5	5	4	19	95
65	4	4	8	4	4	4	5	17	4	4	4	4	16	4	5	4	4	17	5	5	10	4	4	8	5	4	4	4	17	93
66	4	5	9	4	5	5	5	19	4	4	3	5	16	5	4	4	5	18	4	5	9	5	5	10	4	4	4	5	17	98
67	4	4	8	4	5	5	5	19	5	5	4	4	18	4	4	4	5	17	4	4	8	5	4	9	4	4	4	4	16	95
68	5	4	9	4	5	4	4	17	5	5	4	4	18	4	3	5	4	16	5	5	10	4	4	8	5	4	5	4	18	96

Nomor Res- ponden	Mencari Calon Pelanggan (X1)			Pendekatan (X2)					Presentasi (X3)					Mengatasi Keberatan (X4)					Menutup Penjualan (X5)			Tindak Lanjut (X6)			Keputusan Pembelian (Y)					Σ SKOR
	x1.1	x1.2	Σ X1	x2.1	x2.2	x2.3	x2.4	Σ X2	x3.1	x3.2	x3.3	x3.4	Σ X3	x4.1	x4.2	x4.3	x4.4	Σ X4	X5.1	X5.2	Σ X5	X6.1	X6.2	Σ X6	y.1	y.2	y.3	y.4	Σ Y	
69	4	4	8	5	4	5	5	19	4	5	5	5	19	4	4	4	4	16	5	5	10	4	5	9	4	5	5	5	19	100
70	4	5	9	5	5	4	3	17	4	5	5	5	19	5	4	5	5	19	5	4	9	5	5	10	5	5	5	5	20	103
71	4	4	8	5	5	5	5	20	4	4	4	5	17	4	4	4	4	16	5	5	10	4	5	9	5	5	5	5	20	100
72	4	4	8	4	4	4	4	16	4	3	4	4	15	4	4	5	5	18	4	4	8	5	4	9	4	4	5	4	17	91
73	4	4	8	4	4	5	5	18	4	4	3	4	15	4	4	4	4	16	5	5	10	4	4	8	4	4	5	4	17	92
74	5	4	9	4	4	5	4	17	4	4	4	4	16	4	4	4	5	17	4	4	8	5	4	9	4	4	5	4	17	93
75	4	4	8	4	4	5	4	17	4	4	4	5	17	4	4	5	4	17	4	4	8	4	5	9	4	4	5	4	17	93
76	4	4	8	4	4	5	4	17	4	4	4	4	16	4	4	5	5	18	5	4	9	5	4	9	4	4	5	4	17	94
77	4	4	8	4	4	4	5	17	4	4	4	4	16	4	4	4	4	16	4	5	9	4	4	8	4	4	4	4	16	90
78	4	4	8	4	4	5	4	17	4	4	5	4	17	4	4	5	4	17	4	4	8	4	4	8	5	4	4	4	17	92
79	4	4	8	4	4	4	5	17	4	4	4	4	16	4	4	4	5	17	4	4	8	5	4	9	4	4	5	4	17	92
80	4	4	8	4	4	5	4	17	4	4	4	5	17	4	4	5	4	17	4	5	9	4	5	9	4	4	5	4	17	94
81	5	4	9	4	4	4	5	17	5	4	4	4	17	4	4	4	4	16	5	5	10	4	4	8	4	4	5	4	17	94
82	5	5	10	5	5	5	4	19	5	4	4	5	18	5	4	5	5	19	4	5	9	5	5	10	4	5	5	4	18	103
83	5	4	9	4	4	4	4	16	5	4	4	4	17	4	4	4	4	16	5	4	9	4	4	8	5	5	4	4	18	93
84	4	4	8	4	4	5	4	17	4	4	4	4	16	4	4	5	4	17	4	5	9	4	4	8	4	4	5	4	17	92
85	4	4	8	4	4	5	4	17	4	4	5	5	18	4	5	5	5	19	5	5	10	5	5	10	5	4	4	5	18	100
86	4	4	8	5	5	5	5	20	4	4	5	5	18	4	4	4	4	16	5	5	10	4	5	9	5	5	4	4	18	99
87	5	5	10	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20	5	5	10	5	5	10	5	5	5	5	20	110
88	4	4	8	4	4	5	4	17	4	4	5	4	17	4	4	5	4	17	4	4	8	4	4	8	5	5	4	4	18	93
89	5	4	9	5	5	4	4	18	5	5	5	5	20	4	4	4	5	17	5	5	10	5	5	10	4	4	5	4	17	101
90	4	3	7	4	4	4	4	16	4	3	3	4	14	3	3	4	4	14	4	4	8	4	4	8	4	4	5	4	17	84
91	4	4	8	4	4	5	5	18	4	4	4	4	16	4	4	5	5	18	5	4	9	5	4	9	5	5	4	4	18	96
92	4	5	9	5	4	5	5	19	4	3	5	4	16	5	4	5	4	18	4	5	9	4	4	8	5	4	5	4	18	97

Nomor Res- ponden	Mencari Calon Pelanggan (X1)			Pendekatan (X2)					Presentasi (X3)					Mengatasi Keberatan (X4)					Menutup Penjualan (X5)			Tindak Lanjut (X6)			Keputusan Pembelian (Y)					Σ SKOR
	x1.1	x1.2	Σ X1	x2.1	x2.2	x2.3	x2.4	Σ X2	x3.1	x3.2	x3.3	x3.4	Σ X3	x4.1	x4.2	x4.3	x4.4	Σ X4	X5.1	X5.2	Σ X5	X6.1	X6.2	Σ X6	y.1	y.2	y.3	y.4	Σ Y	
93	5	4	9	4	4	5	5	18	5	4	5	4	18	4	3	5	4	16	5	5	10	4	4	8	4	3	4	5	16	95
94	4	4	8	4	4	4	5	17	4	4	4	5	17	4	4	4	5	17	4	4	8	5	5	10	5	4	4	4	17	94
95	5	4	9	4	5	4	4	17	5	4	5	4	18	4	3	4	5	16	4	4	8	5	4	9	5	5	4	5	19	96
96	5	5	10	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20	4	4	8	5	5	10	5	4	5	4	18	106
97	4	5	9	5	5	4	3	17	4	5	5	5	19	5	4	5	5	19	5	4	9	5	5	10	5	5	5	5	20	103
98	4	4	8	4	4	4	5	17	4	4	4	4	16	4	5	4	4	17	5	5	10	4	4	8	5	4	4	4	17	93
99	4	4	8	4	3	4	4	15	4	4	4	4	16	4	4	4	4	16	3	4	7	4	4	8	4	4	4	4	16	86
100	5	4	9	5	5	4	4	18	5	5	5	5	20	4	4	4	4	16	5	4	9	4	5	9	4	5	4	5	18	99
Jml	436	434	870	424	420	451	440	1735	434	431	433	441	1739	415	405	440	432	1692	435	450	885	428	441	869	446	439	441	434	1760	9550

Lampiran 3

OUTPUT UJI VALIDITAS

Correlations

		X1.1	X1.2	X2.1	X2.2	x2.3	x2.4	x3.1	x3.2	x3.3	x3.4	x4.1	x4.2	x4.3	x4.4	X5.1	X5.2	X6.1	X6.2	y.1	y.2	y.3	y.4	SKOR
X1.1	Pearson Correlation	1	.152	.142	.227*	-.168	-.082	.928**	.458**	.073	.048	.026	-.222*	.023	-.022	.089	.040	-.004	.048	.133	.145	.244*	.233*	.390**
	Sig. (2-tailed)		.131	.158	.023	.095	.416	.000	.000	.473	.632	.795	.027	.823	.826	.376	.693	.972	.632	.188	.150	.015	.020	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X1.2	Pearson Correlation	.152	1	.379**	.167	.104	.049	.168	.233*	.235*	.279**	.573**	.248*	.054	.092	.079	.081	.067	.279**	.248*	.176	.081	.182	.524**
	Sig. (2-tailed)	.131		.000	.098	.305	.631	.094	.020	.019	.005	.000	.013	.597	.363	.433	.424	.510	.005	.013	.080	.421	.070	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X2.1	Pearson Correlation	.142	.379**	1	.466**	.113	.124	.153	.173	.330**	.421**	.391**	.088	.216*	.151	.182	-.085	.108	.421**	.203*	.258**	.297**	.208*	.617**
	Sig. (2-tailed)	.158	.000		.000	.264	.220	.129	.086	.001	.000	.000	.383	.031	.134	.070	.401	.286	.000	.043	.010	.003	.038	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X2.2	Pearson Correlation	.227*	.167	.466**	1	-.008	.000	.265**	.273**	.215*	.376**	.172	-.045	.037	.277**	.293**	-.078	.280**	.376**	.030	.079	.184	.087	.504**
	Sig. (2-tailed)	.023	.098	.000		.941	1.000	.008	.006	.032	.000	.087	.655	.714	.005	.003	.438	.005	.000	.765	.434	.067	.388	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
x2.3	Pearson Correlation	-.168	.104	.113	-.008	1	.317**	-.157	.110	.072	.079	-.027	.198*	.276**	-.054	.041	.135	-.012	.079	.094	-.067	.041	.026	.243*
	Sig. (2-tailed)	.095	.305	.264	.941		.001	.120	.278	.480	.437	.786	.049	.005	.590	.683	.181	.906	.437	.350	.510	.685	.800	.015
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
x2.4	Pearson Correlation	-.082	.049	.124	.000	.317**	1	-.019	-.012	.082	.054	-.038	.198*	.000	.007	.032	.103	.031	.054	.053	-.145	-.080	.014	.200*
	Sig. (2-tailed)	.416	.631	.220	1.000	.001		.849	.904	.416	.596	.710	.048	1.000	.942	.752	.308	.763	.596	.601	.151	.426	.891	.046
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
x3.1	Pearson Correlation	.928**	.168	.153	.265**	-.157	-.019	1	.484**	.121	.039	.037	-.204*	.014	-.035	.143	.075	-.022	.039	.122	.197*	.222*	.206*	.422**
	Sig. (2-tailed)	.000	.094	.129	.008	.120	.849		.000	.229	.701	.714	.042	.889	.727	.155	.458	.830	.701	.228	.049	.026	.039	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

x3.2	Pearson Correlation	.458**	.233*	.173	.273**	.110	-.012	.484**	1	.237*	.324**	.053	.142	.020	-.035	.171	.054	.013	.324**	.060	.193	.184	.378**	.536**
	Sig. (2-tailed)	.000	.020	.086	.006	.278	.904	.000		.017	.001	.601	.158	.842	.728	.088	.597	.900	.001	.554	.054	.066	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
x3.3	Pearson Correlation	.073	.235*	.330**	.215*	.072	.082	.121	.237*	1	.317**	.265**	.132	.123	.163	.174	-.017	.105	.317**	.093	.130	.116	.200*	.496**
	Sig. (2-tailed)	.473	.019	.001	.032	.480	.416	.229	.017		.001	.008	.189	.223	.105	.083	.866	.297	.001	.356	.199	.250	.046	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
x3.4	Pearson Correlation	.048	.279**	.421**	.376**	.079	.054	.039	.324**	.317**	1	.251*	.178	.022	.288**	.206*	.098	.240*	1.000**	.005	.144	.313**	.398**	.653**
	Sig. (2-tailed)	.632	.005	.000	.000	.437	.596	.701	.001	.001		.012	.076	.827	.004	.040	.334	.016	.000	.958	.154	.002	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
x4.1	Pearson Correlation	.026	.573**	.391**	.172	-.027	-.038	.037	.053	.265**	.251*	1	.418**	.166	.245*	.113	.110	.186	.251*	.174	.167	.165	.173	.506**
	Sig. (2-tailed)	.795	.000	.000	.087	.786	.710	.714	.601	.008	.012		.000	.099	.014	.265	.277	.064	.012	.084	.097	.101	.085	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
x4.2	Pearson Correlation	-.222*	.248*	.088	-.045	.198*	.198*	-.204*	.142	.132	.178	.418**	1	.087	.020	.054	.162	.082	.178	.165	.087	-.047	.061	.306**
	Sig. (2-tailed)	.027	.013	.383	.655	.049	.048	.042	.158	.189	.076	.000		.388	.845	.595	.108	.416	.076	.101	.391	.640	.548	.002
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
x4.3	Pearson Correlation	.023	.054	.216*	.037	.276**	.000	.014	.020	.123	.022	.166	.087	1	.049	-.035	-.038	.118	.022	.168	-.021	.207*	-.061	.265**
	Sig. (2-tailed)	.823	.597	.031	.714	.005	1.000	.889	.842	.223	.827	.099	.388		.631	.728	.709	.243	.827	.095	.837	.039	.546	.008
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
x4.4	Pearson Correlation	-.022	.092	.151	.277**	-.054	.007	-.035	-.035	.163	.288**	.245*	.020	.049	1	.112	-.171	.861**	.288**	-.030	-.019	.079	.092	.341**
	Sig. (2-tailed)	.826	.363	.134	.005	.590	.942	.727	.728	.105	.004	.014	.845	.631		.267	.088	.000	.004	.769	.852	.436	.363	.001
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X5.1	Pearson Correlation	.089	.079	.182	.293**	.041	.032	.143	.171	.174	.206*	.113	.054	-.035	.112	1	.242*	.008	.206*	.140	.149	.060	.268**	.410**
	Sig. (2-tailed)	.376	.433	.070	.003	.683	.752	.155	.088	.083	.040	.265	.595	.728	.267		.015	.935	.040	.164	.140	.552	.007	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X5.2	Pearson Correlation	.040	.081	-.085	-.078	.135	.103	.075	.054	-.017	.098	.110	.162	-.038	-.171	.242*	1	-.178	.098	.077	.018	.059	.121	.208*
	Sig. (2-tailed)	.693	.424	.401	.438	.181	.308	.458	.597	.866	.334	.277	.108	.709	.088	.015		.076	.334	.445	.856	.562	.229	.038
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

X6.1	Pearson Correlation	-.004	.067	.108	.280**	-.012	.031	-.022	.013	.105	.240*	.186	.082	.118	.861**	.008	-.178	1	.240*	-.038	-.038	.110	.067	.326**
	Sig. (2-tailed)	.972	.510	.286	.005	.906	.763	.830	.900	.297	.016	.064	.416	.243	.000	.935	.076		.016	.709	.711	.277	.510	.001
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X6.2	Pearson Correlation	.048	.279**	.421**	.376**	.079	.054	.039	.324**	.317**	1.000**	.251*	.178	.022	.288**	.206*	.098	.240*	1	.005	.144	.313**	.398**	.653**
	Sig. (2-tailed)	.632	.005	.000	.000	.437	.596	.701	.001	.001	.000	.012	.076	.827	.004	.040	.334	.016		.958	.154	.002	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
y.1	Pearson Correlation	.133	.248*	.203*	.030	.094	.053	.122	.060	.093	.005	.174	.165	.168	-.030	.140	.077	-.038	.005	1	.391**	.005	.287**	.369**
	Sig. (2-tailed)	.188	.013	.043	.765	.350	.601	.228	.554	.356	.958	.084	.101	.095	.769	.164	.445	.709	.958		.000	.958	.004	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
y.2	Pearson Correlation	.145	.176	.258**	.079	-.067	-.145	.197*	.193	.130	.144	.167	.087	-.021	-.019	.149	.018	-.038	.144	.391**	1	.036	.287**	.364**
	Sig. (2-tailed)	.150	.080	.010	.434	.510	.151	.049	.054	.199	.154	.097	.391	.837	.852	.140	.856	.711	.154	.000		.721	.004	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
y.3	Pearson Correlation	.244*	.081	.297**	.184	.041	-.080	.222*	.184	.116	.313**	.165	-.047	.207*	.079	.060	.059	.110	.313**	.005	.036	1	.121	.400**
	Sig. (2-tailed)	.015	.421	.003	.067	.685	.426	.026	.066	.250	.002	.101	.640	.039	.436	.552	.562	.277	.002	.958	.721		.231	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
y.4	Pearson Correlation	.233*	.182	.208*	.087	.026	.014	.206*	.378**	.200*	.398**	.173	.061	-.061	.092	.268**	.121	.067	.398**	.287**	.287**	.121	1	.515**
	Sig. (2-tailed)	.020	.070	.038	.388	.800	.891	.039	.000	.046	.000	.085	.548	.546	.363	.007	.229	.510	.000	.004	.004	.231		.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
SKOR	Pearson Correlation	.390**	.524**	.617**	.504**	.243*	.200*	.422**	.536**	.496**	.653**	.506**	.306**	.265**	.341**	.410**	.208*	.326**	.653**	.369**	.364**	.400**	.515**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.015	.046	.000	.000	.000	.000	.000	.002	.008	.001	.000	.038	.001	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

*. Correlation is significant at the 0.05 level (2-tailed).

** . Correlation is significant at the 0.01 level (2-tailed).

Lampiran 4

OUTPUT UJI RELIABILITAS

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.717	7

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1	86.80	18.667	.484	.682
X2	78.15	16.533	.406	.692
X3	78.11	13.614	.617	.627
X4	78.58	17.438	.379	.697
X5	86.65	20.008	.236	.722
X6	86.81	18.418	.523	.675
Y	77.90	16.030	.449	.680

Lampiran 5

OUTPUT UJI REGRESI LINIER BERGANDA

```
REGRESSION
/DESCRIPTIVES MEAN STDDEV CORR SIG N
/MISSING LISTWISE
/STATISTICS COEFF OUTS R ANOVA
/CRITERIA=PIN(.05) POUT(.10)
/NOORIGIN
/DEPENDENT Y
/METHOD=ENTER X1 X2 X3 X4 X5 X6

/RESIDUALS NORM(ZRESID).
```

Regression

Notes		
Output Created		26-Aug-2015 03:56:20
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	100
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION /DESCRIPTIVES MEAN STDDEV CORR SIG N /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT Y /METHOD=ENTER X1 X2 X3 X4 X5 X6 /RESIDUALS NORM(ZRESID).
Resources	Processor Time	00:00:00.530
	Elapsed Time	00:00:00.744
	Memory Required	3092 bytes
	Additional Memory Required for Residual Plots	272 bytes

[DataSet0]

Descriptive Statistics

	Mean	Std. Deviation	N
Y	17.60	1.303	100
X1	8.70	.759	100
X2	17.35	1.282	100
X3	17.39	1.463	100
X4	16.92	1.152	100
X5	8.85	.821	100
X6	8.69	.761	100

Correlations

		Y	X1	X2	X3	X4	X5	X6
Pearson Correlation	Y	1.000	.378	.187	.438	.221	.227	.251
	X1	.378	1.000	.202	.598	.203	.122	.170
	X2	.187	.202	1.000	.352	.300	.166	.340
	X3	.438	.598	.352	1.000	.217	.217	.491
	X4	.221	.203	.300	.217	1.000	.073	.501
	X5	.227	.122	.166	.217	.073	1.000	.070
	X6	.251	.170	.340	.491	.501	.070	1.000
Sig. (1-tailed)	Y	.	.000	.031	.000	.014	.012	.006
	X1	.000	.	.022	.000	.021	.114	.046
	X2	.031	.022	.	.000	.001	.050	.000
	X3	.000	.000	.000	.	.015	.015	.000
	X4	.014	.021	.001	.015	.	.236	.000
	X5	.012	.114	.050	.015	.236	.	.244
	X6	.006	.046	.000	.000	.000	.244	.
N	Y	100	100	100	100	100	100	100
	X1	100	100	100	100	100	100	100
	X2	100	100	100	100	100	100	100
	X3	100	100	100	100	100	100	100
	X4	100	100	100	100	100	100	100
	X5	100	100	100	100	100	100	100

Correlations

		Y	X1	X2	X3	X4	X5	X6
Pearson Correlation	Y	1.000	.378	.187	.438	.221	.227	.251
	X1	.378	1.000	.202	.598	.203	.122	.170
	X2	.187	.202	1.000	.352	.300	.166	.340
	X3	.438	.598	.352	1.000	.217	.217	.491
	X4	.221	.203	.300	.217	1.000	.073	.501
	X5	.227	.122	.166	.217	.073	1.000	.070
	X6	.251	.170	.340	.491	.501	.070	1.000
Sig. (1-tailed)	Y	.	.000	.031	.000	.014	.012	.006
	X1	.000	.	.022	.000	.021	.114	.046
	X2	.031	.022	.	.000	.001	.050	.000
	X3	.000	.000	.000	.	.015	.015	.000
	X4	.014	.021	.001	.015	.	.236	.000
	X5	.012	.114	.050	.015	.236	.	.244
	X6	.006	.046	.000	.000	.000	.244	.
N	Y	100	100	100	100	100	100	100
	X1	100	100	100	100	100	100	100
	X2	100	100	100	100	100	100	100
	X3	100	100	100	100	100	100	100
	X4	100	100	100	100	100	100	100
	X5	100	100	100	100	100	100	100
	X6	100	100	100	100	100	100	100

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	X6, X5, X1, X2, X4, X3 ^a		. Enter

a. All requested variables entered.

b. Dependent Variable: Y

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.494 ^a	.244	.196	1.168

a. Predictors: (Constant), X6, X5, X1, X2, X4, X3

b. Dependent Variable: Y

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	41.061	6	6.843	5.014	.000 ^a
	Residual	126.939	93	1.365		
	Total	168.000	99			

a. Predictors: (Constant), X6, X5, X1, X2, X4, X3

b. Dependent Variable: Y

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.561	2.427		2.704	.008
	X1_Mencari Calon Pelanggan	.303	.200	.176	1.512	.134
	X2_Pendekatan	-.007	.102	-.007	-.066	.948
	X3_Presentasi	.238	.120	.267	1.979	.051
	X4_Mengatasi Keberatan	.118	.122	.104	.962	.339
	X5_Penutupan Penjualan	.220	.148	.138	1.488	.140
	X6_Tindak Lanjut	.051	.208	.030	.245	.807

a. Dependent Variable: Y_Keputusan Pembelian

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	15.72	19.28	17.60	.644	100
Residual	-2.829	2.562	.000	1.132	100
Std. Predicted Value	-2.917	2.608	.000	1.000	100
Std. Residual	-2.421	2.193	.000	.969	100

a. Dependent Variable: Y_Keputusan Pembelian

Lampiran 6

OUTPUT UJI KORELASI

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	41.061	6	6.843	5.014	.000 ^a
	Residual	126.939	93	1.365		
	Total	168.000	99			

a. Predictors: (Constant), X6, X5, X1, X2, X4, X3

b. Dependent Variable: Y

Lampiran 7

TABEL NILAI-NILAI r PRODUCT MOMENT

N	Taraf Signif		N	Taraf Signif		N	Taraf Signif	
	5 %	1 %		5 %	1 %		5 %	1 %
3	0,997	0,999	27	0,381	0,487	55	0,266	0,345
4	0,950	0,990	28	0,374	0,478	60	0,254	0,330
5	0,878	0,959	29	0,367	0,470	65	0,244	0,317
6	0,811	0,917	30	0,361	0,463	70	0,235	0,306
7	0,754	0,874	31	0,355	0,456	75	0,227	0,296
8	0,707	0,834	32	0,349	0,449	80	0,220	0,286
9	0,666	0,798	33	0,344	0,442	85	0,213	0,278
10	0,632	0,765	34	0,339	0,436	90	0,207	0,270
11	0,602	0,735	35	0,334	0,430	95	0,202	0,263
12	0,576	0,708	36	0,329	0,424	100	0,195	0,256
13	0,553	0,684	37	0,325	0,418	125	0,176	0,230
14	0,532	0,661	38	0,320	0,413	150	0,159	0,210
15	0,514	0,641	39	0,316	0,408	175	0,148	0,194
16	0,497	0,623	40	0,312	0,403	200	0,138	0,181
17	0,482	0,606	41	0,308	0,398	300	0,113	0,148
18	0,468	0,590	42	0,304	0,393	400	0,098	0,128
19	0,456	0,575	43	0,301	0,389	500	0,088	0,115
20	0,444	0,561	44	0,297	0,384	600	0,080	0,105
21	0,433	0,549	45	0,294	0,380	700	0,074	0,097
22	0,423	0,537	46	0,291	0,376	800	0,070	0,091
23	0,413	0,526	47	0,288	0,372	900	0,065	0,086
24	0,404	0,515	48	0,284	0,368	1000	0,062	0,081
25	0,396	0,505	49	0,281	0,364			
26	0,388	0,496	50	0,279	0,361			

Sumber : Sugiyono, Statistika untuk penelitian, 2013:373

Lampiran 8

Lampiran 9